

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

CINEMAS – Permission to increase rates of admission in all the six (6) Screen Multiplex situated at “Varun Beach” M/s Sea Valley Resorts Private Limited (Inox Theatres) Visakhapatnam – Orders – Issued.

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HOME (GENERAL.A) DEPARTMENT

G.O.Ms.No. 10

Dated:19-01-2012.

Read the following:

1. Representation dated 16-05-2011 from the Managing Director M/s Sea valley Resorts Private Ltd., Visakhapatnam.
2. From the Collector & District Magistrate Lr.(M)Rc. No.1295/11/C1 dated 20-11-2011.

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**ORDER:**

In the reference first read above, the Managing Director, Sea Valley Resorts Private Limited, Visakhapatnam has stated that as per G.O.Ms.No.63, Home (General. A) Department, dated 15-03-2010, the rates of admission were fixed at Rs.150/- (for Royal Class) & Rs.100/- (for Executive Class) and they have successfully maintained the highest standards of their facilities and services there by ensuring that their patrons get a worlds class and memorable theatre experience at their Multiplex. However, in the recent past:

- (i) the cost of salaries and benefits have increased substantially.
- (ii) costs of cleaning supplies, carpet shampooing, general maintenance etc. which are critical for the required maintenance and up keep the property have gone up sharply during the last one year.
- (iii) Safety and security of their patrons is their prime objective and they have scrupulously maintained their superior standards of safety, service and sanitation at high costs. The above facts have resulted in a significant increase in their operating costs.

He has also stated that, the management of Multiplex Theatre has further requested to grant permission for the following:

- a. Increase the number of shows that they can screen on a daily Basis.
- b. Permission to charge flexible and unrestricted rates/increase ticket rates.
- c. Permission for higher rates for 3D Movies.

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2. The District Collector, Visakhapatnam, in the reference second read above, has furnished the report stating that he has referred the matter to the Revenue Divisional Officer, Visakhapatnam, to physically inspect the above Multiplex theatre and submit report in all aspects whether the management of 'Varun Beach', Multiplex theatre, Visakhapatnam, is maintaining the theatre as per Andhra Pradesh Cinemas (Regulation) Rules, 1970, and also submit specific recommendations along with particular reasons for enhancement of rates of admission/increase of number of shows in Multiplex theatres and also explain the justification for enhancement of rate of admission in Multiplex theatres, as requested by the Management of the Multiplex Theatres.

3. Based on the report of the Revenue Divisional Officer, Visakhapatnam, the District Collector, Visakhapatnam has submitted that, the Management of Inox Cinema Theatres has proposed to increase Executive class from Rs.150 to Rs.225/- and 3D movie rate Rs.275/- and Executive Class from Rs.100 to Rs.150/- and 3D movie rate Rs.200/-, further requested for permission to increase Number of shows from 5 to 6 shows in between 10.00 A.M. to 1.00 P.M. in Multiplex theatres. In his report, Revenue Divisional Officer, Visakhapatnam, has stated that the management has provided all the facilities /Fire Safety/Public Safety and security of their patrons is their prime objective as per Andhra Pradesh Cinema (Regulations) Rules 1970, and they have scrupulously maintained their superior standards of safety, service and sanitation at high costs. The parking is maintained under builder scope, no direct link with Multiplex theatre and Food items are being sold on MRP rates only. Revenue Divisional Officer, has finally recommended the above proposed enhancement of rates of admission and Number of shows in the Multiplex theatres.

4.. Further, the District Collector, Visakhapatnam, has stated that as per the G.O.Ms.No.63, Home (General.A) Department, dated 15-03-2010, Government have fixed the admission rates of "Varun Beach" Inox Multiplex Theatres as Rs.150/- (for Royal class) & Rs.100/- (for Executive class) and also issue permission to screen 5 shows in between 10.00 A.M. to 1.00 A.M. in the Multiplex theatres. The maximum admission rates in regular cinema theatres are fixed by the Government is Rs.60/- with permission to exhibit 4 shows per day only.

5. Government, after careful examination of the above matter and in exercise of the powers conferred under rule © of sub-rule 3 11 (b) of Andhra Pradesh Cinemas (Regulation) Rules, 1970  
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hereby permit fixing of the rates of admission to all the (6) six Screens Multiplex to M/s Seavalley Resorts Private Limited Visakhapatnam (Inox Theatres), as indicated below:

	2D Movies		3D Movies	
	Existing Rates	Enhanced Rates	Existing Rates	Enhanced Rates
(1)Executive Class	Rs.100	Rs.125	Rs.100	Rs.150
(2)Royal Class	Rs.150	Rs.200	Rs.150	Rs.225

The Management was already permitted to screen (5) five shows per day between 10.00 A.M. and 1.00 A.M. in relaxation of Rules.

6. The District Collector, Visakhapatnam is requested to incorporate the rates and class of admission in the Form-B Licence of (6) six Screens Multiplex M/s Sea Valley Resorts Private Limited Visakhapatnam (Inox Theatre), immediately.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

B.P.ACHARYA  
PRINCIPAL SECRETARY TO GOVERNMENT

To  
The District Collector, Visakhapatnam.  
The Joint Collector & Licensing Authority, Visakhapatnam.  
The Management M/s Seavelly Resorts Pvt. Ltd. Visakhapatnam.  
P.S. to Minister for I & P R. & Cinematography.  
P.S. to Principal Secretary to Government, Home Department.

//FORWARDED:BY ORDER//

SECTION OFFICER.